Stories on a release issued for the December issue of Tobacco News. The Paris (Texas) News and Altoona (Pa.) Mirror items are based on an article in the September issue.

1003543518

NEWS
Paris, Texas
November 29, 1959

Tobacco Boosts Defense Morale

WASHINGTON — Studies of morale factors in use of tobacco and cigarettes have resulted in development by the U.S. Department of Agriculture of plans to assure tobacco supplies to fighting forces in any fuure war, a leading tobacco industry publication revealed today.

Top tobacco men in the Department of Agriculture, the publication says, periodically update and review plans to assure availability and distribution of tobacco should military mobilization occur again. Based on problems and experiences of previous conflicts, their plans are tailored to current conditions and kept in a constant state of readiness, according to Tobacco News, publication of The Tobacco Institute.

Behind this planning, says Tobaco News, is the fact that "historiers of all major conflicts in the last century are filled with vivid testimony to the value of tobacco as a morale booster to fighting men and civilian workers alike."

One little-known story told how thousands of small packages containing four cigarettes each appeared mysteriously in the Philippine Islands during the dark days of Japanese occupation. On each waterproof package was printed the American and Philippine flags and the message: "I shall return." The signature: "Douglas MacArthur Commander-in-Chief, Southwest Pacific Theatre."

This was the sign the war-shattered native had been waiting for. They increased their guerrilla activity, and after the Philippines were reclaimed the full story became known.

The idea had originated with the Office of War Information in 1942, and millions of cigarettes were dropped or landed secretly before MacArthur arrived to fulfill the promise which the tiny packages had kept before the Filipinos.

Another story related how a special American-produced chewing tobacco called "Native Twist," and carried for barter by every allied flyer based in Australia, became a lifesaver for downed allied airmen. It also was an established currency among the Australian natives, many of whom used it in their custom of buying tribal wives.

1003543518A

NEW YORK
WORLD-TELEGRAM & SUN
New York, New York
December 16, 1959

Tobacco Industry Investing Millions

More than $314 million in capital outlay has gone into new and improved manufacturing, processing and research facilities of the tobacco industry in the United States during the past nine years, according to the Tobacco Institute Inc.

An additional $80 million is so far planned for similar improvements in 1960 and 1961, a survey by the institute showed.

Research expansion accounted for more than $8 million of the capital outlays.

1003543518B

DAILY NEWS
New York, New York
December 16, 1959

Tobacco Outlook

Tobacco Institute says $80 million in capital outlay will go into new and improved tobacco manufacturing, processing and research facilities in 1960 and 1961.

THE NEW YORK TIMES
New York, New York
December 16, 1959

Tobacco Outlays 314 Millions

More than $314,000,000 in capital outlay has gone into new and improved manufacturing, processing and research facilities of the tobacco industry in the United States during the last nine years, James P. Richards, president of the Tobacco Institute, Inc., announced yesterday. Mr. Richards said an additional $80,000,000 is planned thus far for 1960 and 1961.

1003543518C

THE WALL STREET JOURNAL
New York, New York
December 16, 1959

Tobacco Industry Capital Plans

NEW YORK—The tobacco industry in the United States plans to spend some $80 million in capital outlay during 1960 and 1961, according to a Tobacco Institute, Inc., survey. During the past nine years, the industry invested $314 million in manufacturing, processing and research facilities, the trade association reported. More than half of this total, $164 million, went for new machinery. Expenditures on research accounted for $8 million.

1003543518D

Source: https://www.industrydocuments.ucsf.edu/docs/tlcm0000